

# YARA HOKAN

Multimedia Designer & Creative Director

## ABOUT ME

I am passionate about securing a dynamic position in the digital media industry where I can utilize my creativity technical skills and passion for design to develop innovative and engaging content

## EXPERIENCE

|                   |                                                                                                                                                                                                                                                                                 |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2025 -<br>PRESENT | <b>Founder and creative director - NPCS Cairo - Egypt.</b><br><br>Founder & Creative Director at NPCS, overseeing end-to-end brand development from concept to execution, including product design, branding, content creation, and digital marketing.                          |
| 2025 -<br>2026    | <b>IHA ,content studio working student - Henkel GBS +, Cairo - Egypt.</b><br><br>Content Studio (Localization) at GBS Henkel, responsible for editing and adapting digital content for international markets, maintaining brand consistency and optimizing content for regional |
| 2021 -<br>PRESENT | <b>Founder / Baker - Yummy Hut, Cairo - Egypt.</b><br><br>I have successfully opened my own small business working on both baking and decorating desserts while also managing my own social media                                                                               |
| 2023 -<br>2023    | <b>Transform Salon , Cairo - Egypt- Social media manager</b><br><br>I worked as part of the marketing team managing mostly the tik tok page while still giving and helping come up with new marketing ideas and contacting social media stars to collaborate with.              |
| 2023 -<br>2023    | <b>Indigo Media , Cairo - Egypt- graphic designer</b><br><br>I worked as part of the digital media / graphic design team creating unique designs for clients                                                                                                                    |

## EDUCATION

|                |                                                                                                      |
|----------------|------------------------------------------------------------------------------------------------------|
| 2022 -<br>2026 | <b>The knowledge hub universities Coventry ,</b><br>Cairo - Egypt - bachelor degree in digital media |
| 2011 -<br>2022 | <b>American International school in Egypt ,</b><br>Cairo - Egypt - American highschool diploma       |



## CONTACT INFO

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- 🏠 Cairo, Egypt.

## SKILLS

|                    |           |
|--------------------|-----------|
| 3D art             | ● ● ● ○ ○ |
| Projection mapping | ● ● ● ● ○ |
| Game design        | ● ● ● ● ○ |
| Digital marketing  | ● ● ● ● ○ |
| Photography        | ● ● ● ● ● |
| Video editing      | ● ● ● ● ○ |
| Game developing    | ● ● ● ● ○ |
| Animation          | ● ● ● ○ ○ |
| AI tools           | ● ● ● ● ○ |

## SOFTWARE

## SKILLS

|                    |           |
|--------------------|-----------|
| Adobe photoshop    | ● ● ● ● ● |
| Adobe premiere pro | ● ● ● ● ○ |
| Adobe indesign     | ● ● ● ● ○ |
| Adobe illustrator  | ● ● ● ● ● |
| Blender            | ● ● ● ○ ○ |
| Figma              | ● ● ● ● ○ |
| Unity              | ● ● ● ○ ○ |
| Touch designer     | ● ● ● ● ○ |
| Spline             | ● ● ● ● ○ |

## LANGUAGES

English - Native  
Arabic - Native

## PORTFOLIO LINK

<https://yara-hokan-portfolio.hokanyara.chatgpt.site/>